

***YOU'RE AMAZING***

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**THIRD**

**MONITORING**

**REPORT**

**Third *You're Amazing* Monitoring Report**  
**April 1, 1998 to September 30, 1998**

*prepared by*

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**YOU'RE AMAZING THIRD MONITORING REPORT  
APRIL 1, 1998 TO SEPTEMBER 30, 1998**

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# **You're Amazing Monitoring Report**

## **April 1, 1998 to September 30, 1998**

### **INTRODUCTION**

The purpose of this third monitoring report on the *You're Amazing* program is to review the success in implementing program initiatives and in reaching implementation goals of the *You're Amazing* provincial health promotion program.<sup>1</sup>

Information for this report has been provided by the *You're Amazing* project team, including representatives of Alberta Health and the Population Research Laboratory, University of Alberta.

The *You're Amazing* components planned between April and September 1998 were as follows:

#### ***Partnerships***

**Steering Committee (RHA/Sponsors)**

**Advisory Committee**

**Others**

**Partner Updates**

**Display Unit Disks**

#### ***Target Group Initiatives***

**Family Kit**

- Launch

- Distribution

**Summer Tour**

#### ***Media Coverage***

**Print Ads, Public Service Announcements in Weeklies**

**Public Service Announcements on Radio**

**Restaurant Trayliners**

**Regional Media Events**

The focus of this report is on partnerships, target group initiatives and media coverage for the *You're Amazing* program. For each of the planned activities listed above, the measurable objectives established in the "Third Monitoring Plan" are provided along with a summary of the process and outcomes of each activity during the third monitoring period.

### **PARTNERSHIPS**

#### **1. Partner Evaluation Plan**

An evaluation of the partner process established during the *You're Amazing* project was initiated

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<sup>1</sup> The time period reported on here is from April 1, 1998 to September 30, 1998. The first monitoring report addressed *You're Amazing* activities between June 1997 - September 1997 and the second monitoring report addressed activities between October 1, 1997 to March 31, 1998.

during this reporting period. Information from all of the monitoring reports will provide information to the partner evaluation. The partner evaluation will complement, but does not form part of this monitoring report.

## **2. Committees** (membership lists attached)

The formal partners of the *You're Amazing* program are members of the Advisory Committee, Steering Committee (RHA/Sponsors), and various Working Groups struck to address emergent issues.

*Objectives: At least three Steering Committee meetings or conference calls will be held during this stage. There will be two Advisory Committee meetings held, and one Joint meeting of the Steering and Advisory Committees and the Kit Working Group.  
A participation rate of 75% of invitees will be encouraged for each meeting.*

### **a. Joint Working Session: Advisory Committee and Steering Committee**

A joint working session was held on April 24 with Advisory and Steering Committee members. Representatives from 12 Regional Health Authorities, the two Provincial Health Authorities and two sponsors from the Steering Committee attended, along with 18 members from the Advisory Committee, members of the Family Kit Working Group and the Alberta Health *You're Amazing* project team. This session provided an opportunity for members of the various committees to interact and discuss issues related to the *You're Amazing* program.

A project overview was presented and the "Amazing Family Kit" development and launch was discussed. Participants broke into three working groups to develop plans for the launch and promotion of the kit. A review of the initiative to date along with discussion around other plans for the second year was also carried out in working groups.

### **b. Advisory Committee**

The Advisory Committee has 34 members, including five who are representatives of the *You're Amazing* project team. Two Advisory Committee meetings were held during this period: June 2, 1998 and September 22, 1998. Eighteen members attended both the June 2<sup>nd</sup> and September 22<sup>nd</sup> meetings (53% attendance).

The June 2<sup>nd</sup> meeting discussion centred on the final program element and the summer tour. At both meetings, distribution methods for the Family Kit and other promotional materials were discussed. At the September 22<sup>nd</sup> meeting, final production and distribution plans for the Family Kit were discussed—the number of kits to be produced, the roles of the Advisory Committee and Steering Committee members in distribution of the kit, training sessions for coordinators, and further use of kit materials by other organizations.

At the September 22<sup>nd</sup> meeting, a sponsorship update was provided. Lois Morris of the Be Fit For Life Network presented a summary of the outcome of the successful Summer Tour. There was further discussion of the 1999 Calendar, the final program element, and other program

promotions that would be possible with the remaining program funds. Committee members provided suggestions for opportunities to link *You're Amazing* messages with other programs. Advisory Committee members were also advised of the partnership evaluation that will be taking place.

In mid-July, all members of the Advisory Committee received newsletter copy with promotional information on the *You're Amazing* program elements and a PMT of the *You're Amazing* logo, as well as an itinerary for the summer Be Fit For Life Network display. Committee members were encouraged to use and distribute this information to promote the *You're Amazing* program.

### ***c. Steering Committee***

The Steering Committee has 27 members, including representatives from 17 Regional Health Authorities<sup>2</sup>, the Provincial Mental Health Advisory Board, the Alberta Cancer Board, Pfizer Canada, Credit Union Central and 6 representatives from the *You're Amazing* project team.

The Steering Committee held two conference calls between April 1, 1998 and September 30, 1998. At the June 19, 1998 conference call, there were representatives from Alberta Health and Credit Union Central (CUC), as well as representatives from 14 RHAs and the two PHAs (81% attendance). For the August 21, 1998 conference call, representatives from Alberta Health, GPC, CUC, 10 RHAs and the two PHAs participated (73% attendance).

In mid-July, Steering Committee members were sent a media package that included newsletter copy and a *You're Amazing* PMT for use in promotional activities, a tour itinerary and a copy of the news release sent out by the Be Fit For Life Network (BFFL), and two radio PSA scripts.

Thirteen of the RHAs reported on their involvement in promoting the *You're Amazing* program (Chinook, Palliser, Headwaters, Health Region #5, David Thompson, Westview, Crossroads, Aspen, Lakeland, Peace River, Keeweenaw, Northern Lights, and Northwestern). This included distributing promotional materials (brochures, bookmarks, frisbees), setting up information displays, and soliciting media coverage. Six RHAs took advantage of the seed money for radio PSAs (see Media). Seven RHAs reported coordinating events with the BFFL tour. At the end of this reporting period Steering Committee members began to focus their efforts on the Family Kit launch in October. The Calgary, East Central and Capital RHAs did not report on activities carried out during this reporting period.

### ***Summary***

Two meetings were held for each committee, along with a joint meeting during this reporting period. The Steering Committee was successful in reaching the attendance objective of 75% attendance for all meetings, while the Advisory Committee fell below this objective, with 53%

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<sup>2</sup> In March 1998, the Mistahia Regional Health Authority chose to withdraw as a member of the Steering Committee because of workloads and other priorities. They rejoined the Steering Committee in August 1998 in order to participate in the promotion and distribution of the Family Kit.

attendance at all meetings. Meetings were productive and members of both committees were actively involved in the promotion of the *You're Amazing* program.

### **3. Sponsorship**

As of March 1998, the beginning of this reporting period, the total of committed sponsorship (not including in-kind donations) was \$310,000. Additional sponsors were sought from an established list of interested candidates. This was an effort to reach the original goal of \$400,000 in sponsorship, established at the start of the program.

*Objective: An additional \$90,000 in sponsorship will be secured.*

Since the last report, \$50,000 of the funds committed was not obtained. This revises the total of sponsorship funds at the beginning of the reporting period to \$260,000.

During this monitoring period, 30 companies were approached regarding potential sponsorship, and 12 advertising agencies were contacted to identify possible interested clients. Considerable interest was shown, but no funding was secured. Active sponsor recruitment was discontinued at the end of September, 1998.

In-kind donations during this period included Polaroid's (discounted purchase of film and loan cameras for the summer Tour, and discounted camera kits for a March, 1999 draw from returned Kit evaluation forms). Beatrice Foods printed *You're Amazing* messages on their 2 litre, 1% milk cartons distributed between August 16<sup>th</sup>–30<sup>th</sup> and reported that they made 150,000 impressions. No dollar value was available for this donation.

The value of these donations is approximately \$5,000.

The radio stations that broadcast *You're Amazing* public service announcements also provided in-kind donations of matching air time for time purchased. CJCY-AM, CHAT-AM and CIBQ-AM, sister stations in the Palliser Health Authority, provided an additional \$1,012.00 worth of radio time. CJOK, in Fort McMurray, produced the scripts at no charge—no value provided. CKYL, in Peace River, provided additional time at a value of \$999.00. CKRD, in Red Deer, provided discounted rates, but no value was provided. Shaw Radio (CKGY/CIZZ), in Red Deer, provided matching time at a value of \$719.00. CKDQ, in Drumheller, also provided matching air time at a value of \$612.00. The total reported value of the radio time donated is \$3,342.00.

The total value of the donations during this reporting period is approximately \$8,350. When combined with previous donations, the total reported value of in-kind donations to the *You're Amazing* program totals \$38,350.

The total sponsorship, including in-kind donations, is \$298,350.

#### **4. Partner Update (newsletter)**

*Objective: The Partner Update will be distributed to all Steering and Advisory Committee members and at least 50 other agencies.*

A newsletter to inform all Partners, including those not directly involved in Steering and Advisory Committees was distributed in July, 1998. This is the third update since the project launch. Steering Committee and Advisory Committee members, along with 22 other non-member agencies were sent this Update.

#### **5. Display Materials Disks**

*Objectives: All 17 RHAs will receive disks. By the end of the reporting period all Steering Committee members will report at least one display using the messages. A mix of staff, professional, and public events should be achieved.*

*You're Amazing* display materials were provided to Steering Committee members on computer disk in early April 1998. The display messages were to be used for local *You're Amazing* and health-promotion activities. The diskettes included a set of 8 Powerpoint® slides that outlined the goals and objectives of the *You're Amazing* program (materials attached). Three colour printouts of recent "Calgary's Child" ads were also included in the package. At the June 21<sup>st</sup> Steering Committee meeting, seven of the regions reported using the diskettes/display materials.

An updated diskette was prepared when new display materials were developed for the summer tour, in response to suggested other information from Steering Committee members. However, a number of technical difficulties prevented distribution of the updated display materials on diskette. There were problems converting the documents, and problems with the amount of memory required to copy the graphics onto disks (each set required 17 disks). After consulting with the Steering Committee members, it was decided that "hard" copies would be sent to the RHAs. This was sent in late September 1998.

The use of these further display materials will be documented in the 4<sup>th</sup> Monitoring Report, along with use of the display boards, relocated to RHAs following the Summer Tour.



## **TARGET GROUP INITIATIVES:**

### **1. Family Kit**

The Family Kit is the showcase element of the *You're Amazing* program and a major component during this reporting period. A series of consultations, focus groups, and research activities took place in preparation for the distribution of the Family Kit in September and October, 1998. The Family Kit provides a collection of fun, interactive, practical information and resources that address the broad determinants of health. The contents of the kit include a cookbook, a growth chart, a book of ideas for fun, free things to do, reference sheets with information on various subjects relating to well-being and health and other items that promote awareness of the determinants of health that are the focus of the program.

#### ***a. Kit Distribution***

*Objectives: The production of 50,000 Kits within this reporting period is desired. At least half of these Kits should be distributed equitably across all RHA regions by the end of September. This information will come from order forms lists.*

Kit production is underway, but not completed at the end of this reporting period. Distribution will begin in October, 1998 and the final monitoring report will cover this element of the program.

While Kit distribution was not carried out during this period, preparations for distribution were made. All regions appointed Coordinators for training, distribution, and event planning for the Family Kit Launch. The Calgary region drafted a workbook, as an adjunct to training, providing information on promoting and distributing the Family Kit. Each group of coordinators met twice during this monitoring period in preparation for the Family Kit Launch in late October, 1998. Three training sessions were held for coordinators, in three areas of the province (Edmonton, Calgary and Peace River).

#### ***b. Kit Launch: Media Coverage***

A comprehensive Kit launch plan is being prepared by the *You're Amazing* team. The objectives of the Kit launch include promotion of the Kit, profile for partners, furthering core health messages, and promotion of other YA activities. The Kit is the major news item for this reporting period, and provincial and regional coverage in broadcast and print media is expected.

*Objectives: Print, TV and radio news about the Kit will be covered in Edmonton, Calgary. Print coverage in daily (estimate 6 stories) and weekly papers (estimate 75 stories) should be achieved in all quadrants of the province. Media requests for more information about the campaign and health determinants should be made in all quadrants of the province (estimate activity in 10 RHAs).*

The Kit Launch was delayed until October 22, 1998 because of the production delay. Media coverage on the kit launch will be addressed in the final monitoring report.

## 2. Summer Tour

The *You're Amazing* program teamed up with Alberta Community Development's Be Fit For Life Network's (BFFL) "Wellness Wagon" for an second Summer Tour in the summer of 1998. The objective for the Tour was to raise general public awareness of the *You're Amazing* program and health determinants in all regions of the province. Throughout July and August, *You're Amazing* interactive displays appeared at fairs, parks, carnivals, rodeos, farmer's markets, and special events across the province. The format was similar to the 1997 Summer Tour. Participants were asked to write down ideas for how they make health happen and received information about what influences health, focusing on the determinants of social support, child development, income, employment and coping skills. Novelty items (bookmarks, frisbees, brochures) were distributed and participants also received a Polaroid picture of themselves and/or their family, along with a *You're Amazing* frame that carried program messages. Participants were asked to write down their "ideas for making health happen" on special letterhead.

*Objectives: Events in all major cities, and within each quadrant of the province. A total of at least 20 events should be achieved in each of the 8 Be Fit For Life regions, reaching an estimated 2,000 people per zone.*

The 1998 BFFL-*You're Amazing* was well organized and reached a larger audience than the 1997 tour. Statistics provided by the "Wagoneers" indicate that 182 sites throughout the province were visited, exceeding objectives. Displays were set up at 20 or more events in each BFFL zone except for Fort McMurray (14 events). Total recorded participation in all events was 18,980, an average of more than 2,000 people per zone. Four hundred thirty-five film packages (10 shots per package) were used, and 4,580 frames, 13,900 bookmarks, 12,000 foam frisbees, 9,400 brochures and 14,110 sheets of "Ideas" letterhead were distributed to the public.

At the bottom of the "Ideas" letterhead, participants were asked, **"What is the most important thing you have learned at the Wellness Wagon today?"** The top five responses were:

1. Being with family is important.
2. Using sunscreen.
3. Laughing with family and friends is important to health.
4. Money management is important to health.
5. Physical activity is important.

The responses indicate that participants are aware of more than just the physical aspects of health.

Responses on the top section of the "Ideas" letterhead are being collated in a database by Alberta Health. A total of 1885 sheets were returned completed (estimate, to be confirmed at next report). Review of those entered at the time of writing (over one-third) indicate that compared to responses at the bottom, there may be more ideas related to community social support and

finances. The focus or emphasis may have varied from one area of the province to another.

Wagoneers provided feedback on the strengths and weaknesses of the tour and provided specific comments about the support that they received in each region.

#### *Strengths:*

- Participants had a positive response to the initiative and loved the free giveaways.
- It was a great awareness campaign, and writing down ideas provided good reinforcement for the information participants received.
- The training provided was practical and helped get the tour off to a good start.
- Having experienced Wagoneers working with the display provided continuity with last year's events.
- Public Service Advertising and radio interviews worked well in promoting the events.
- The attendance of high profile individuals, including the Premier, Ralph Klein, some MLAs and mayors, at specific provided further interest and support.

#### *Weaknesses:*

- It was time consuming to name all the partners before discussing determinants.
- Sometimes newspapers would alter PSA information, so it was not correct.
- PSAs should have been sent sooner.
- Display boards still tended to blow over, although the new design was better than last year's.

#### *Support:*

Wagoneers indicated that they need more consistent support from RHAs and sponsors. In Red Deer, Calgary, Edmonton and Vermilion, there was consistent support for the events. However, in Fort McMurray and Medicine Hat, there was initial positive response, but there was not consistent follow-up. The Mistahia RHA was unable to participate, but Wagoneers out of Grande Prairie received support from the Peace Region and Alberta Health in Edmonton.

#### *RHA Feedback:*

At the August 21, Steering Committee meeting, several RHAs reported on their involvement with the Summer Tour.

- Palliser reported an active tour schedule and coordinated activities with the BFFL tour.
- Headwaters participated in various BFFL tour events and ran a number of newsletter articles on the tour.
- Health Region #5 was aware of the tour, but had no feedback from areas where the tour had visited.
- David Thompson reported attending many of the BFFL events and that BFFL had carried out considerable promotion for the tour.
- Crossroads noted that the BFFL tour was heavily booked, particularly in the central area of the region. However, it was difficult to coordinate activities with BFFL because of conflicting schedules.



- Peace River worked on a number of events with BFFL.
- Northern Lights reported that BFFL was very active in the area and was able to get to the outlying areas. (Note: the BFFL Wagoneer indicated that she had minimal response for the program from the RHA).

No objectives were set for continued distribution of program materials, but activity is reported here.

### **3. Brochure**

By March 31, 1998, 82,100 (82%) brochures had been distributed to partners and sponsors. Between April 1 and September 30, 1998, an additional 16,500 brochures were distributed – including 9400 through the BFFL-*You're Amazing* summer tour, as noted above. At the end of September 1998, 1400 brochures remained to be distributed.

### **4. Book Mark:**

30,000 new (revised) bookmarks were produced for the 1998 summer Tour during this monitoring period. 8,700 were distributed to RHAs across the province. 13,900 were distributed through the BFFL-*You're Amazing* summer tour, as noted above. At the end of September, 1998, 7400 bookmarks remained to be distributed.

### **5. Poster**

15,000 posters were printed at the end of October, 1997. Posters were distributed through daycare centres and family day home agencies and by Steering and Advisory Committee members. By the end of the second monitoring period, 6754 posters (45%) had been distributed. By the end of September 1998, 8246 posters remained to be distributed.

### **6. Calls to Toll Free Line**

There were 23 recorded calls to the Toll Free Line that is advertised with promotional materials and in newspaper articles. (Note: this is probably an underestimate, since not all calls were recorded.) Calls originated from eight regions, with the majority (10) originating in the Capital Health Region. The breakdown of response calls by program source that prompted the call follows:

- 7 – Professional Newsletters
- 1 – Bookmark
- 2 – Calendar
- 1 – Local RHA
- 1 – Be Fit For Life

- 2 – Weekly Paper
- 1 – Daily Paper
- 8 – Not categorized

## **7. Milk Carton Promotion**

Beatrice Foods agreed to print *You're Amazing* messages on their 2 litre 1% milk cartons from August 16<sup>th</sup> –30<sup>th</sup>. Beatrice Foods reported that 80,000 impressions were sold; however, no samples of this promotion were received. Two other dairies, Dairyworld and Lucerne have asked if they could use the artwork for their cartons sometime next year.

## **8. Restaurant Trayliners**

It was planned to have *You're Amazing* trayliners featured in family restaurants for a period of at least two weeks during this reporting period. All McDonalds\* restaurants, from Red Deer south, were scheduled to use the trayliners and negotiations with northern restaurants were to take place, on an individual basis, as opportunities arose.

*Measurable Objective: Twenty-five restaurants will display You're Amazing trayliners and bag stuffers over at least a two week period.*

A trayliner design was produced; however, trayliners were not produced or distributed during this reporting period. Trayliners may be produced during the final monitoring period.

## **MEDIA COVERAGE**

### **1. Print Ads, Public Service Announcements in Weeklies**

*You're Amazing* purchased space through the Alberta Weekly News Association (AWNA) in March 1998. In addition, Public Service Announcements (PSAs) were offered to weeklies and dailies to run thereafter.

*Objectives: There will be a series of four ads in at least 75 papers, province-wide, beginning in March 1998. PSAs will run in at least 50 weeklies and 3 dailies.*

Four ad mats were developed and distributed to Awna. These mats ran 4 consecutive weeks in 101 Alberta community papers. This exceeds the objectives for the media coverage. Each newspaper was sent ad mats for two PSAs along with the four ad mats that were run in these papers; however, there is no record of the PSAs running in Awna newspapers.

## **2. Radio Public Service Announcements**

Scripts and seed (production/promotion) money for regional radio promotions were made available to all RHAs. The RHAs arranged their own local PSA radio campaigns during this reporting period.

*Objectives: Radio PSAs should be produced and run in at least 7 RHA regions.*

Six RHAs (Chinook, Health Region #5, David Thompson, Peace, Palliser and Northern Lights) took the opportunity to use the seed money for regional promotions. Each region that chose to participate received about \$1,000 to buy radio time for the PSAs. All of the radio stations provided in-kind support for the *You're Amazing* program by matching purchased air time or discounts.

### **Radio PSAs**

*Health Region #5* – 167, 30 second radio PSAs on CKDQ between June 17, 1998 and June 15, 1999 (4 to 8 announcements weekly during this period)

*David Thompson* – 42 PSAs on Z99, the local rock radio station between June 1 and June 7, 1998, and 20 PSAs ran on Radio 7 – CKRD between June 1 and June 5, 1998.

*Peace* – 36 PSAs each, run on Mondays, Wednesdays and Fridays, during June, July and August, 1998, on radio stations 610 AM CKYL Peace River, and KIX 106.

*Palliser* – 24 PSAs each on CJCY-AM and CHAT-AM, between April 29 and May 6, 1998, and 28 PSAs on CIBQ-AM (Q13) between May 4 and May 21, 1998.

*Northern Lights* – 29 PSAs each run on CJOK and KYX 98 (no dates provided).

### **Movie Screen Slide Advertising**

*Chinook* – The Chinook Health Region opted to use the promotion monies to purchase three months of advertising with the Movie Mill. Full-colour, high impact slides were shown before every show in seven theatres for three months. Slides were shown over 1900 times each month.

There was fairly wide provincial coverage for the PSAs although six, rather than seven, RHAs participated in this promotion. Costs for the PSAs varied from region to region; thus some areas received more airtime than others did.

## **3. Regional Media Events**

The *You're Amazing* team worked with Steering Committee member agencies with local media promotional events throughout this time period. Alberta Health offered to provide media contact persons, and communications expertise.

*Objectives: Events will be planned in at least three different regions during this reporting period, including the Northern Lights health region. Print stories should result in each participating region.*

Two newspaper articles (*Record Gazette*, June 16, 1998 – Peace Region, and *Fort McMurray Today*, July 3, 1998– Northern Lights) were written about *You're Amazing* following a visit from Denis Ostercamp to each region.

#### **4. Media Kit - Regional Coverage**

A number of Steering Committee members reported using of the Media Kit. Copies of the following articles were provided:

The *Calgary Herald* ran an article on July 20, 1998 reviewing the Be Fit For Life tour and *You're Amazing*.

The *Capital*, April 29, 1998– Health Authority #5, ran an article based on the Media Kit that was sent to Advisory and Steering Committee members and 3 newsletter articles (Day Care Matters, CHPPS Quarterly Report, and ACHNS Highlights) reported on *You're Amazing* during this period.

Health Authority #5 reported that Radio station Q91 carried out a live interview on July 8, 1998 with a public health nurse who represents the RHA on the Steering Committee.

#### **CONCLUSION**

Not all objectives were met, however, as time goes on, more success is evident. Increased support and activity from Advisory and Steering Committee members has had a significant impact on the apparent reach of the program.

#### **Partnerships**

Partnership in the *You're Amazing* program has stabilized, with no new partners coming on board during this period. Members of both the Advisory Committee and the Steering Committee are increasing their activities for promoting the program. Attendance at Steering Committee meetings increased during this period; however, Advisory Committee attendance was lower. Nevertheless, representatives from both committees are taking an active role in promoting the *You're Amazing* message. Brief summaries of activities were provided by committee members at each meeting which provide good information on the level of involvement in each region.

No further financial support from corporations was procured during this monitoring period. GPC was active in attempting to solicit funds and contacted 30 corporations. Although considerable interest was shown, no financial support was granted. The amount of funds obtained is below projections established for the program; however, no further solicitation will take place.

## Target Group Initiatives

- Family Kit: Production of the Family Kit was delayed. Information regarding Kit Launch and distribution will be provided in the Final Monitoring Report.
- Summer Tour: The summer tour with the BFFL "Wellness Wagon" was successful. Objectives for the number of sites and number of individuals participating were exceeded.
- Brochure: Brochure distribution continued during this monitoring period. 16,500 brochures were distributed across the province through the BFFL-*You're Amazing* summer tour and by Advisory and Steering Committee members.
- Bookmark: 30,000 new bookmarks were produced. 13,900 were distributed during the summer tour, and more were distributed by Advisory and Steering Committee members.
- Poster: Poster distribution continued through this monitoring period.
- Calls to Toll Free Line: The number of calls to the toll-free line were still well below expectations; however, callers continue to represent all areas of the province.
- Milk Carton Promotion: *You're Amazing* messages were produced on Beatrice Foods 2 litre 1% milk cartons during the last two weeks of August.
- Restaurant Trayliners: The trayliners were not produced, but artwork was completed and may be used during the next monitoring period.

There was an increase in the number of program elements directed at gaining attention from the target group. It appears that provincial coverage was more extensive than in the previous monitoring period. This increase in the number of elements and the extent of distribution should have a positive impact on program visibility.

## Media Coverage

While there did not appear to be a significant increase in the media coverage with respect to newspaper articles or television coverage, there was a significant increase in advertising for the program through radio PSAs and newspaper advertising. The six regions that opted to use the funds made available for radio PSAs made good use of those funds in securing radio/media time for promotion of the *You're Amazing* program. The newspaper advertising covered a wide area of the province and the four consecutive ads provided reinforcement for the *You're Amazing* message.

**ADVISORY COMMITTEE  
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## **DISPLAY MATERIALS**



# You're Amazing!






is a 2 year health program  
to talk to young parents  
about influences on health










# Key Health Determinants



-  social support- family, friends, community
-  coping skills for everyday living
-  child development/ early childhood experiences
-  employment and working conditions
-  income/ finances

# Program Approach



-  provide tools and ideas for action
-  build awareness of broad influences on health
-  accentuate the positive-*You're Amazing*
-  community focused
-  grassroots messages: Albertans sharing their Amazing Tips with other Albertans

# Partners



corporate sponsors



Regional/ Provincial Health Authorities



supporting partners- diversity



Alberta Health



*We're part of the cure*



Credit Union



*you're  
amazing*

# Key Messages



- broaden scope of thinking about health
- control and choice
- validate parenting role
- parents hold other roles too
- investment now = future health

# Amazing Ideas





- ☼ HEALTH- it's all the things you do
- ☼ there's more to health than you might think
- ☼ you make health happen
- ☼ help yourself to better health
- ☼ start with the small things you can do-  
make some simple switches
- ☼ there are a lot of healthy things you're  
already doing- *You're Amazing*


# What's Coming Up in 1998/99



 spring public awareness

 summer tour '98 - province wide

 amazing family kit - watch for it in June


 1999 calendar

*The Work You Do:*

It's a fact! Your accomplishments, the people you work with and taking control where you can, all contribute to health.




*Ideas from Albertans:*

 Don't work more hours than you play.


— Greg and Kim, Calgary

 We like to visit where daddy works.

— Branden, Genelle and Danika, High Prairie

 Take time to smell the flowers - eat lunch in the park.

— Carol, Red Deer

 Challenge yourself — you're worth it!

— Mila, Calgary

*Handwritten signature and date: 12.11.12*




It's a fact! Whether you have a lot of money or a little, managing your money is part of being healthy.




you're  
amazing

### *Ideas from Albertans:*

 I try hard to live within my budget and not envy my neighbor. — Marge, Oyen

 Brainstorm! Everyone in the family can come up with ways to save money. — Elly, Lethbridge

 We put all our change in a jar and use it for a family treat. — Sandy, Lloydminster

*M. K. H. 2.1.90.96*

It's a fact! People who feel in control of their lives report better health.



*Ideas from Albertans:*

★ I like working in the flower garden - it's good for the body and soul. — L.C., Mannville

★ Dad takes us out to give mom a break.  
— Brad, Cold Lake

★ A good long walk gives me time to sort things out and think things through. — A.W., Edmonton

*MX 98.06.12*

Childhood Experiences:

It's a fact! Children who feel loved and important grow up to be healthy adults.



you're  
amazing

*Ideas from Albertans:*

☼ Bedtime hugs and morning hugs.

— Bibbi, Grande Prairie

☼ We like to teach our son about sharing skills and time with our community and how volunteering makes us feel good about ourselves while helping others.

— The Zachary family, Medicine Hat

☼ We spend time listening to each and everyone's story in our family at the end of the day. — Sandy, Kitscoty

98.06.12  
One copy needed  
K. H.

Bibbi

*Friends, Family and Community:*

It's a fact! People with more social contacts are healthier and live longer.



*you're  
amazing*

### *Ideas from Albertans:*



Be a friend. — *Eleanore, Red Deer*



Talk to someone to help them work out their problems. — *Karen, Ft. McMurray*



We usually invite other families over to have barbecues and play games. — *Shelley, Grande Prairie*

*Mysonnell*  
98-06-12

## **PARTNER UPDATE**



You Make Health Happen

# partner UPDATE

July 1998

Volume III

## Amazing things are happening

### *It's Another AMAZING Summer*

Alberta Community Development's Be Fit For Life Network and Alberta Health are once again teaming up to find 'Amazing Albertans'. Throughout July and August, the You're Amazing interactive displays will appear at fairs, parks, carnivals, rodeos, farmer's markets, and special events across the province. Building upon last year's successful 'You Ought to be in Pictures' tour, this summer's promotion is designed to recognize the healthy, active things Albertans are doing, and increase awareness of the variety of factors that influence health.

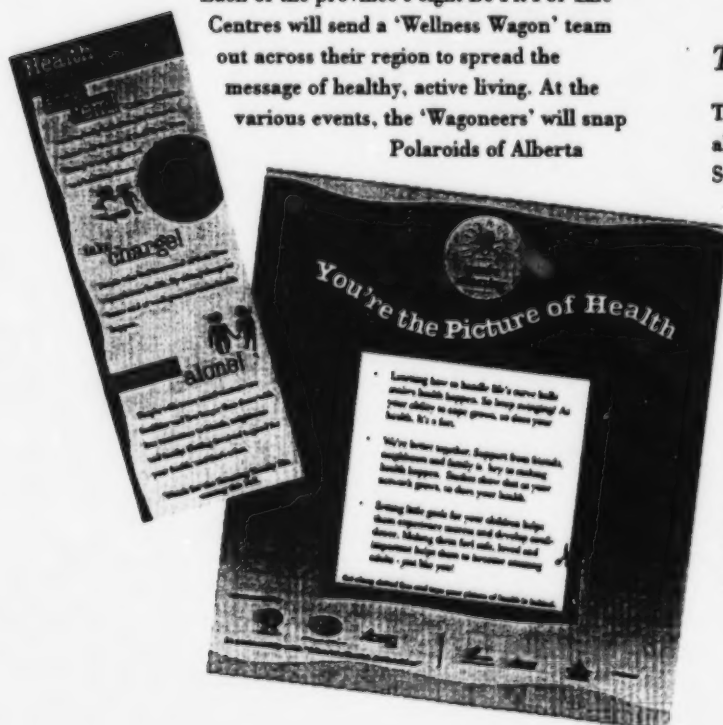
Each of the province's eight Be Fit For Life Centres will send a 'Wellness Wagon' team out across their region to spread the message of healthy, active living. At the various events, the 'Wagoneers' will snap Polaroids of Alberta

families. These Polaroids will then be placed into a You're Amazing photo frame and given to the participants in exchange for an idea on how they make health happen for themselves and their families. A new bookmark has also been produced, and will be distributed during the tour.

We would like to thank our partners in the summer tour — Alberta's Health Authorities and Alberta Community Development's Be Fit For Life Network which operates through the Alberta Sport, Recreation, Parks and Wildlife Foundation; as well as our major sponsors, Alberta's Credit Unions and Pfizer Canada, and our additional tour sponsor Polaroid Canada.

### *The Whole Kit and Kaboodle*

The Amazing Family Kit is coming together. With all the invaluable input from the members of the Steering and Advisory Committees, the kit items are really taking shape. In addition to interactive activities and games, this family resource kit is packed full of tips, information and ideas to help Alberta families recognize the healthy things they're already doing, and find simple, new ways to do amazing things for their health. Slated for completion in late August, between 50-60,000 kits will be distributed to Alberta families beginning in September. A targeted distribution plan is currently under development to ensure that our primary audience of young Alberta families is reached.





## *AWNA On Side*

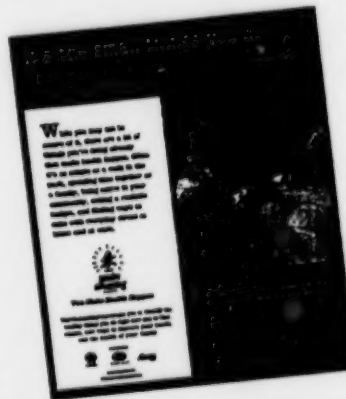
In April of 1998, the Alberta Weekly Newspaper Association (AWNA) ran a series of four advertisements in weekly papers throughout the province. The AWNA publications were given the option to use an additional ad as a 'donut', selling the space around it to local businesses involved in making health happen.

## *Airing Our Message*

Several Regional Health Authorities are taking advantage of an opportunity to air radio public service announcements about You're Amazing. Scripts were developed and provided to participating RHAs along with \$1,000 of seed money to secure airtime on their local stations. In almost every case, the RHAs were able to leverage these monies and receive additional airtime free of charge. The airing of the radio PSA campaign is flexible to allow the regions to achieve the greatest impact.

## *Mark Your Calendars*

This past December, 78,500 copies of the 1998 You're Amazing family calendar were distributed to Alberta parents through day care centres, family day homes, the Regional Health Authorities' public health offices, and the Salvation Army Christmas Bureau. Packed with healthy tips and facts, the calendar provided year-round reminders of the wide variety of ways to make health happen.



By all accounts, the calendar was a great success. Alberta Health was still receiving praises from Albertans and fielding requests for more calendars as late as June. After careful review of a number of alternatives, it was decided that another calendar will be produced for 1999. Concept development for the calendar is already underway and delivery is slated for November 1998.

## *Welcome Aboard*

You're Amazing welcomes our newest corporate sponsor, Merck Frosst, and thanks them for their \$50,000 contribution towards the development and production of the Amazing Family Kit. We would also like to welcome Hoechst Marion Roussel aboard, and thank Wyeth-Ayerst who contributed to our part in a Health Canada workshop in February on social marketing and partnerships.

## *Milking It*

From August 2nd through to the 15th, Beatrice (Parmalat Foods) will run the You're Amazing message on the side panel of their 2 litre cartons of 1% milk. That's about 75,000 cartons a week, or over 150,000 opportunities to get our message out to young Albertan families.

**For more information on anything mentioned in this Partner Update please call Alberta Health.**

**Dial 310-0000 then 422-1511.**

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*You're Amazing encourages you to identify the healthy things you do right now and to find simple, new ways to improve your health and the health of your family.*

## **FAMILY KIT LAUNCH**



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## *You're Amazing* Influences on Health

### **Coping Skills**

Coping skills help people deal with life's challenges in healthy ways. In stressful situations, our bodies go into a "fight or flight" mode. For short periods of time, this helps us to cope, but when our bodies stay in the "fight or flight" mode for long periods, it is not good for health. Coping skills help us to deal with "unhealthy" stress.

### **Income**

Money worries can be decreased by taking charge of finances with financial planning, and using financial tips for saving money. There is increasing evidence that greater control over one's life improves health and well-being.

### **Work**

Work can play an important role in well-being by providing self-esteem, meaning and value to life. Looking for ways to have some control over your life at work is good for health. Balancing work and family is also good for health.

### **Social Support**

Support from family, friends and community is associated with better health. It helps people solve problems and cope with stress. It helps fulfill basic needs for belonging.

### **Early Childhood Experiences**

The quality of nurturing that children get in their early years [birth - 6 years] influences their ability to cope in adult life. Lack of nurturing during this time can impair brain development and this, in turn, affects competence and coping skills. Children who feel loved and important grow up to be healthier adults.

# THERE'S MORE to Health than you might think!

For more information, or to pick up  
your free kit, contact the public  
health office of your Regional  
Health Authority nearest you and  
ask for the *You're Amazing* contact  
person.

The Amazing Family Kit is a component of *You're Amazing* - a program designed to help young parents (18 - 30 years) identify the healthy things they do right now, and to find simple, new ways to improve their own health and the health of their family. For toll free information call 310-0000 then dial 422-1511.



Original concept and design by:  
Communications and Public Affairs  
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# Amazing Family Kit



*you're  
amazing*

**You Make Health Happen**

## **SUMMER TOUR SUMMARY**

**BBFL - You're Amazing Summer Tour**

Overall the 1998 BBFL - You're Amazing tour was very successful. The message was received by 18, 980 participants and 182 sites were visited. This is partly due to this years effective organization and efficient delivery of promotional items, display boards, cameras and film. The Wagoneers did a really incredible job this year with developing their itinerary, sending out PSA's doing radio spots and interacting with the public. The statistics support this as they visited more sites and spoke to more people. The training event was very practical and helped the Wagoneers get a great start. It was a big help that all the centres had someone on board that had done The Tour last year so there was great continuity. Please find below some specific comments from the reports of the Wagoneers and the Be Fit For Life Coordinators:

- The Wagoneers found it time consuming to state all the partners before beginning to talk about health determinants. Some people lost interest before health determinants were talked about.
- It was challenging to have the participants fill out the idea sheets.
- The newspapers would change the PSA's and the info. that they printed was not accurate.
- The people loved the free giveaways.
- The PSA's were great help to get the message out to the public.
- The PSA would have been more effective had it been sent sooner.
- The centres did radio interviews and PSA. This went very well for most centres.
- Some High profile people attended the events. Ralph Klein in Innisfail, the mayors of some of the other towns, some MLA's(Steve West)
- The display boards were still a challenge this year in outdoor venues. The boards still tended to blow over. The redesigning of them made this matter quite a bit better than last year.
- This was a great awareness campaign. Writing the idea sheet helped those people reinforce what they were hearing from the Wagoneer. Those people will remember the You're Amazing Campaign.

**Grande Prairie**

The RHA in GP was not able to participate but Karen Brideau for the Peace River RHA and Dennis from Edmonton's Alberta Health office were a great support.

**Medicine Hat**

Great initial response and set up at the health unit. The Health unit promised more events but did not follow through.

**Fort McMurray**

Initial meeting with RHA promised support. Not given throughout the summer. The RHA promoted "Your Amazing" with the local newspaper but did not mention the BBFL centre. The local paper would not run the PSA because the RHA had already advertised.

**Red Deer**

Contact with the RHA was very good. Credit Unions did not come out or support events.

**Calgary**

Went smoothly

**Edmonton**

Great response from the health units.

**Lethbridge**

No comments from the Wagoneer about the effectiveness or communication with the RHA of Credit Unions.

**Vermillion**

Sharon Ritchie RN Kitscoty health unit. Set up at the Andrew, St. Paul, Wainwright and Elk Point Credit Unions

## **WELLNESS WAGON 1998**

**What is the most important thing you have learned at the Wellness Wagon today?**

The top five responses were:

1. Being with family is important to health.
2. Using Sunscreen
3. Laughing with family and friends is important to health
4. Money management is important to health.
5. Physical Activity

**Note: Children filled out a lot of the forms and their answers were very perceptive. These answers are written exactly as they are on the forms.**

Sit and visit with my family about the days events.

Relaxing to music

Mowing the lawn with my whole family ( bubble mower and all)

Practice dancing 5 times a day

Walking in the moonlight - the world looks much different at night!

Big blanket on the lawn - lay on your back watch the stars, moon and clouds while listening to frogs & Bach.

Got to the lake together

To relieve stress I take my 10 year old fishing and it doesn't even matter if we catch any fish.

Grandma and I play together

Walking my own path and doing things that matter to me as an individual.

Read books

Pulling my sisters away from their jobs & families for 1 weekend to enjoy a "sisters retreat"

My girls each have a recipe box and collect their own favorite recipes. They know their food groups since age 4.

Rollerblading hiking, walking, recycling.

Being an active family that works and plays together. Stays together.

We all have a quiet time every afternoon, because I am a "stay at home" mom with 2 small children, it's healthy for all of us to find something quiet to do for about 1 hr. everyday.. It helps keep us all healthy.

Going to church makes us think more of others.

Laughing with the family

Budgeting wisely by purchasing only items we really need and use when they come on sale.

Having a family praise time.

When I'm stressed I get alone with my guitar and sing til I can't sing anymore.

Working smarter not harder.

We save money for going on a trip.

We're on the right track.

Got to keep movin' - liked the material for "active" grandmas.

The time Dad and I are together keep us healthy! Healthy to be practising our Metis culture by wearing the "SASH". 9 yr. Old.

Cheer and Joy spread it.

My quiet time is very healthy and happy for me.

Prevent health problems.

I need to find time for myself. My children keep me so busy.

Using my hands for craft work (beading) keeps me healthy.

I thought about Active Living - just more than walking!

To be healthy is rally good because you can have fun and if you're not healthy you could get sick.

Eat dairy product to enhance bones.

To learn sportsmanship.

Drink 8 glasses of water per day.

30 min. of activity a day.

Read food labels to watch my salt intake.

I can even get a sunburn on a cloudy day.

Wear a hat on hot and sunny days.

Ride my bike to the store instead of always driving my car - Active Living is very healthy.

I love to run but because of my smoking habit, my lungs only get me so far. I need to stop smoking in order to increase my health and improve my Active Living.

Stretching before and after activity, good for improving flexibility.

Great display - lots of interesting ideas.

Being healthy not only means eating good and being active but enjoying life also.

Physical activity allows me to have a sounder sleep.

Stay on trails when I hike.

Wear my helmet

The most important thing that I learned today is that playing and helping people I love lets me get lots of exercise!!

My brothers are weird.

The importance of being happy with yourself.

Do what you can to make family important and your well being will always be there.

There are 4 food groups.

How to relax and have a good time. Mental relaxation as well as physical relaxation is lots of fun.

Watch funny movies.

It takes more than 20 min. 3X'wk. To maintain fitness.

I really should be using more sun screen mor often. And pay more attention to those funny spots on my skin. Thanks Guys.

Brushing your teeth.

Sunlight is a good source of Vitamin C

I'm going to start following the Canada's Food Guide.

Look both ways before crossing the street.



Buying a composter

While delivering papers making money and getting exercise.

Health tip: we bath every day

Brush my teeth and hair

Run on the treadmill. It's a great machine for politicians, because you run like crazy and get nowhere. Ralph Klein

Wear sun screen when it's hot.

Health isn't just physical activity it's spending time with your family

Not only doing exercise.

Bedtime hugs makes health happen.

Keep track of money

Try to enjoy the seasons ( long winter - not enough exercise)

Etre social dans la communauté.

Being healthy is not only exercising and eating right

Spending time with my children

Coping skills for everyday living - income/ finances

Family togetherness is very important

Every little bit helps

Use money wisely - to stay healthy, money management is very important to my health

Laugh a lot

That social support is healthy, I've come to cherish my family & friends & realize how very important they are!

I never thought of managing my money as being healthy

There is more to health than fitness.

How to have fun & to do things spontaneous. And how lovely the ladies that work here are.

Family, friends and my "faith" truly make me healthy! Health is more than working the dog!

Going to the lake, candlelight bubble bath helps rid yourself of all stress.

Spending time with the kids you love is so important

It feels good to be fit & eat well a good social life & friends helps to feel well & enjoy living.

So I'm not stuck in front of the T. V. All day.

Spending time at the fair with a friend is important.

My family time is healthy too.

Be happy and smile

Health does not only occur with exercise & healthy eating, but with a good attitude towards life alone.

Wellness can be spiritual.

Always remember to be a kid once in a while

Look after one another. Importance of our larger family (colony) Ribstone Colony

To take care of you and yours.

My busy hands a crafts keep me healthy and happy at 70+++

Eat right and be active.

Staying active is important for good health

## THE TOUR RESULTS, 1998

BBFL Centre	# of sites	# of participants	tipsheets received
Edmonton	24	2477	unknown
Lethbridge	25	3020	229
Vermilion	23	2843	371
*Fort McMurray	10	1303	54
Grande Prairie	24	2405	101
Medicine Hat	20	3236	717
Red Deer	34	1456	283
Calgary	22	2240	69
Total 1998	182	18,980	1824

\*not complete at time of printing

## Comparing Tours 1995 - 1998

	1998	1997	1996	1995
# of sites visited	182	176	47	48
# of participants	18,980	13,980	4,523	4,554

## **MEDIA KIT**

July 17, 1998

To All Members of the *You're Amazing* Steering Committee:

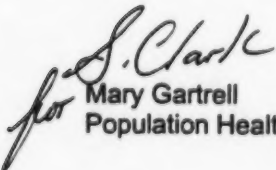
Enclosed please find several items for your information and use before we meet again.

1. **Newsletter copy** which we encourage you to edit as needed and include in any forum available to you. There is a suggestion that you include a PMT of the *You're Amazing* logo as well. A copy of the PMT is included.
2. **Tour Itinerary** and a copy of the letter which accompanied its recent distribution to all MLAs. (A copy has also been forwarded to RHA Communication Directors.)
3. A copy of the **News Release** that went out through the Be Fit For Life Network (BFFL) regarding the tour.
4. Two **Radio PSA** scripts for your use. BFFL network should also have a copy through Lois Morris.
5. **Revised Meeting Dates Summary** - please note that we have had to reschedule the October meeting to November 6<sup>th</sup>.

The disks of further display materials (and for some, the first disk) will be on their way to you soon - we ran into some technical difficulties.

The Kit final development and production is moving along, and Launch and Distribution plans are underway, as we receive comments back from all of you.

I hope everyone is having a great summer!

  
for Mary Gartrell  
Population Health Strategies Branch

Enclosures

cc: Lois Morris

# ***You're Amazing***

(Newsletter copy - July 1998)

"You're amazing ... you make health happen" is the key message behind Alberta's current provincial health promotion initiative. Launched by Health Minister Halvar Jonson in June 1997, this two-year initiative is designed to encourage young Alberta families to identify the healthy things they do right now and to find simple, new ways to improve their health, and that of their families.

*You're Amazing* reminds Alberta parents of the amazing job they do every day — making health happen at work, with their children, and in their communities. Targeting parents between the ages of 18 and 30, *You're Amazing* is one of the first widespread health promotion initiatives in Alberta to focus on wellness. While many Albertans may not be aware of it, there are a lot of things they do already that make health happen. It can be as simple as a walk in the park, spending time together as a family, balancing the chequebook, getting to know your neighbours, and finding ways to cope with life's little curve balls.

## **Mark Your Calendars**

This past December, 78,500 copies of the 1998 *You're Amazing* family calendar were successfully distributed to Alberta parents through day care centres, family day homes, the Regional Health Authorities' public health offices, and the Salvation Army Christmas Bureau. Packed with healthy tips and facts, the calendar provides year-round reminders of the wide variety of ways to make health happen. Based on last year's success, a 1999 calendar is currently under development.

## **Amazing News**

In April of 1998, the Alberta Weekly Newspaper Association ran a series of four advertisements in weekly papers throughout the province.

Several Regional Health Authorities have taken advantage of an opportunity for radio advertising. Scripts were developed and provided to the participating RHAs along with \$1,000 of seed money to secure airtime on their local stations. In most cases, the RHAs were able to leverage these monies and receive additional free airtime.

Thanks to the efforts of our partners at the Dairy Nutrition Council, Beatrice (Parmalat Foods) will run the *You're Amazing* message on the side panel of their 2 litre cartons of 1% milk for two weeks in August. That's over 150,000 opportunities to reach young Alberta families.

## **Another Amazing Summer**

Alberta Health and the Provincial Be Fit For Life Network (through Alberta Community Development) are once again teaming up to find 'Amazing Albertans'. Throughout July and August, *You're Amazing* interactive displays will appear at fairs, parks, carnivals, rodeos, farmer's markets, and special events across the province. Building upon last year's successful 'You Ought to be in Pictures' tour, this summer's promotion is designed to recognize the healthy, active ways Albertans are making health happen.

## **Coming Soon to Amazing Families**

Look for the *Amazing Family Kit* to be launched in early September. This exciting family resource kit is packed full of interactive activities and games, tips, information and ideas to help young Alberta families recognize the healthy things they're already doing, and find simple, new ways to do amazing things for their health.

*You're Amazing* is a project of Alberta Health, in partnership with Alberta's Health Authorities, and sponsored, in part, by Alberta's Credit Unions and Pfizer Canada.

For more information on *You're Amazing*, call           (partner's YAM rep)           at           (number)          .

(sidebar)

### **How You Make Health Happen**

- It's a fact! People with more social contacts are healthier and live longer.
- It's a fact! Children who feel loved and important grow up to be healthy adults.
- It's a fact! Your accomplishments at work, the people you work with, and taking control where you can, all contribute to health.
- It's a fact! Whether you have a lot of money or a little, managing your money is part of being healthy.
- It's a fact! People who feel in control of their lives report better health.

**Start with the small things you can do - make some simple switches.**

**((NOTE: Include a PMT of the You're Amazing logo when sending out the article to newsletters))**



you're  
amazing

You Make Health Happen



you're  
amazing

You Make Health Happen



you're  
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You Make Health Happen



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You Make Health Happen



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You Make Health Happen



COPY

From Garth Norris  
Director Communications

Our File Reference

Your File Reference

To All Government MLA  
Constituency Offices

Date July 13, 1998

Phone 427 - 7164

Fax 427 - 1171

Subject **You're Amazing Summer Tour**

On behalf of the Minister of Health, I am pleased to invite you to visit the *You're Amazing* program's **You Ought to be In Pictures** display touring in communities across the province this summer (dates and locations attached) for the second consecutive year.

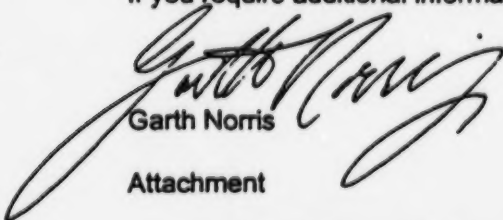
*You're Amazing* is a health promotion program funded by Alberta Health and several corporate sponsors. It is designed to educate Albertans about the factors influencing health and well-being for themselves and their families, and to encourage them to apply this understanding in their lives.

At the display, Albertans are asked to write down their ideas for how they make health happen. They will also receive information about the influences on health, such as income, workplace, early childhood development, and coping skills.

The tour is once again being coordinated by eight **Be Fit For Life** centres run by the Alberta Sport Recreation Park and Wildlife Foundation of Alberta Community Development. Alberta Health is extremely pleased to be working again with Community Development and other partners including corporate sponsors such as Alberta's Credit Unions, Pfizer and Alberta's Health Authorities.

The *You're Amazing* program is in its second year of implementation. Future program elements under development for the Fall include an Amazing Family Kit and 1999 calendar. As well, the Dairy Nutrition Council, a partner on the Advisory Committee, has arranged for three Alberta dairies to carry the *You're Amazing* ads on milk carton panels, beginning with Beatrice in August.

If you require additional information, please don't hesitate to call me.

  
Garth Norris

Attachment

cc: Fay Orr, Director of Communications  
Office of the Premier

bcc: Mary Gartrell  
Sandy Huculak



**MEDIA RELEASE**

For immediate release:

## **It's Going To Be Another Amazing Summer**

The Provincial Be Fit For Life Network's Wellness Wagon and Alberta Health will once again be on the lookout for 'Amazing Albertans' this summer! Throughout July and August, you'll see the *You're Amazing* interactive displays at special events across the province. This successful summer promotion will recognize the healthy, active things Albertans are doing and help increase awareness of the variety of factors that influence health.

**Who:** *You're Amazing* is a project of Alberta Health, in partnership with Alberta's Health Authorities and sponsored, in part, by Alberta Credit Unions and Pfizer. Additional partners include The Alberta Be Fit For Life Network, Alberta Community Development and Alberta Sport, Recreation, Parks, and Wildlife Foundation.

**What:** The *You're Amazing* program is designed to encourage young parents to identify the healthy things they do right now and to find simple, new ways to improve their health, and that of their families. It's often as simple as a walk in the park, spending time together as a family, balancing a chequebook, and just plain coping with life's little curve balls. *You're Amazing* helps remind Alberta parents of the amazing job they're doing every day - balancing their roles as workers, parents, spouses.

**Where:** Everywhere! Each Be Fit For Life Centre will be heading out across their region of the province to spread the message about Healthy, Active Living. Watch for us at fairs, parks, carnivals, rodeos, farmer's markets and more!

**When:** The 'You're Amazing' Tour will run for the months of July and August.

**How:** At communities throughout the province, the Be Fit For Life staff will be taking Polaroid pictures of Alberta families. The Polaroids will then be given to the participants in exchange for an idea on how they make health happen for themselves and their families. These healthy ideas will become part of the interactive displays. Visitors to the display will also be able to find out more about the health resources in their area.

For more information on the *You're Amazing* summer tour, or to arrange for a visit to your community, contact your local Be Fit For Life Centre.  
(Contact list -- BFFL coordinator, Regional Health Authority, Alberta Health)

SUMMER TOUR - RADIO PSA - 30 SECONDS - 07/08/98 - DRAFT 3A

Can use either Male or Female Voice Over (VO). Tone is upbeat.

SFX

Western music up and under.

VO

WE'RE ON THE LOOKOUT FOR AMAZING ALBERTANS ... JUST LIKE YOU.

WHY?

BECAUSE YOU MAKE HEALTH HAPPEN.

THIS SUMMER, LOOK FOR THE YOU'RE AMAZING DISPLAY AND THE BE FIT FOR LIFE  
WELLNESS WAGON AT YOUR LOCAL EVENTS.

TELL US HOW YOU MAKE HEALTH HAPPEN AND WE'LL GIVE YOU A SPECIAL FAMILY PHOTO.

SPONSORED BY ALBERTA'S CREDIT UNIONS, PFIZER CANADA AND ALBERTA HEALTH, IN  
PARTNERSHIP WITH ALBERTA'S HEALTH AUTHORITIES. YOU'RE AMAZING HELPS YOU  
IDENTIFY THE HEALTHY THINGS YOU DO AND FIND SIMPLE, NEW WAYS TO IMPROVE THE  
HEALTH OF YOU AND YOUR FAMILY.

YOU'RE AMAZING ... YOU MAKE HEALTH HAPPEN.

SFX

Music out.

TAG

FOR MORE INFORMATION, CONTACT YOUR REGIONAL HEALTH AUTHORITY OR LOCAL BE  
FIT FOR LIFE CENTRE.

SUMMER TOUR - RADIO PSA - 30 SECONDS - 07/08/98 - DRAFT 3B

Can use either Male or Female Voice Over (VO). Tone is upbeat.

SFX

Western music up and under.

VO

WE'RE ON THE LOOKOUT FOR AMAZING ALBERTANS ... JUST LIKE YOU.

WHY?

BECAUSE YOU MAKE HEALTH HAPPEN.

LOOK FOR THE YOU'RE AMAZING DISPLAY AND THE BE FIT FOR LIFE WELLNESS WAGON  
AT \_\_\_\_\_ (location) \_\_\_\_\_ ON \_\_\_\_\_ (date) \_\_\_\_\_.

TELL US HOW YOU MAKE HEALTH HAPPEN AND YOU'LL RECEIVE A SPECIAL FAMILY  
PHOTO.

SPONSORED BY ALBERTA'S CREDIT UNIONS, PFIZER CANADA AND ALBERTA HEALTH, IN  
PARTNERSHIP WITH ALBERTA'S HEALTH AUTHORITIES. YOU'RE AMAZING HELPS YOU  
IDENTIFY THE HEALTHY THINGS YOU DO AND FIND SIMPLE, NEW WAYS TO IMPROVE THE  
HEALTH OF YOU AND YOUR FAMILY.

YOU'RE AMAZING ... YOU MAKE HEALTH HAPPEN.

SFX

Music out.

**MEDIA COVERAGE**  
**PRINT ADS & PSAs**



*Diane? did you get*

10025 Jasper Avenue  
Box 1360  
Edmonton, Alberta  
Canada T5J 2N3

March 24, 1998

To: You're Amazing Steering Committee

**RE: SPRING AWARENESS CAMPAIGN - YOU'RE AMAZING**

Our Spring Awareness Campaign is now scheduled to begin at the end of March. As you know, Alberta Health will purchase \$50,000 of advertising through the Alberta Weekly News Association and AWWNA will encourage its members to further support the campaign by running public service features. The success of these public service features will be highly dependent on support at the local level. To this end, we have written to the Chief Executive Officers of each RHA and each Communications Director to advise them of this initiative and enlist their support. We would also encourage you to take an active role in promoting this campaign in your local communities.

Copies of the paid advertisement are attached for your reference.

Please don't hesitate to get in touch with me directly if you need any materials or information or if I can be of any further assistance.

Many thanks in advance for your assistance.

Regards,

A handwritten signature in cursive script that reads "Mary Gartrell".

Mary Gartrell  
Project Team Leader  
Health Strategies Division

Attachment

You Make  
**Health  
Happen**

AWNA  
PSA



*you're  
amazing*

*You're Amazing encourages  
you to identify the healthy things  
you do right now and to find  
simple, new ways to improve  
your health and the health  
of your family*



sponsored by



Abing

in partnership with  
Abing's Health Foundation

**For more  
information**

Contact your  
Health with...

3100...  
1-800-...



# Feeling connected to others makes health happen

**S**pending time with others is one of the easiest ways to do something good for your health. It's important to have a network of family, friends and neighbours around you. Being a part of your community, and the lives of the people around you, gives you and your children a healthy sense of belonging.



## **You Make Health Happen**

**You're Amazing** encourages you to identify the healthy things you do right now and to find simple, new ways to improve your health and the health of your family.



sponsored by



In partnership with  
Alberta's Health Authorities

## For more information

Contact your  
Regional Health Authority  
or, call 310-0000 toll free  
then dial 422-1511



# Spending family time together

makes health happen

**A** little time together with the family goes a long way. It can be as simple as enjoying dinner together, planning a camping trip, eating popcorn and watching videos as a family, or going for a walk. The time spent together is good for you and it's good for your family.



## **You Make Health Happen**

**You're Amazing** encourages you to identify the healthy things you do right now and to find simple, new ways to improve your health and the health of your family.



sponsored by



Make part of the team



in partnership with  
Alberta's Health Authorities



## For more information

Contact your  
Regional Health Authority  
or, call 310-0000 toll free  
then dial 422-1511

Learning how to cope  
makes health happen

**E**very now and again, life throws you a curve ball. How well you deal with stress at home and at work is important to your health. Some times a quick walk around the block or a few deep breaths can be the best thing for you. The same holds true for children. Take a few minutes to help your kids deal with their frustrations. It will help them learn important coping skills for the future.



**You Make Health Happen**

*You're Amazing* encourages you to identify the healthy things you do right now and to find simple, new ways to improve your health and the health of your family.



sponsored by



in partnership with  
Alberta's Health Authorities

For more information

Contact your

Regional Health Authority

or, call 310-0000 toll free  
then dial 422-1511

It's the small things you do  
which make a  
big difference

**W**hile you may not be aware of it, there are a lot of things you're doing already that make health happen. Often it's as simple as a walk in the park, spending time together as a family, being active in your community, setting a realistic budget, and finding ways to cope with everyday stress at home and at work.



**You Make Health Happen**

*You're Amazing* encourages you to identify the healthy things you do right now and to find simple, new ways to improve your health and the health of your family.



sponsored by



In partnership with  
Alberta's Health Authorities



For more information

Contact your

Regional Health Authority

or, call 310-0000 toll free  
then dial 422-1511

March 24 1988  
Mr. Denis Odecamp  
RFMEB 0254  
2:0021

GOVERNMENT OF ALBERTA  
ALBERTA HEALTH  
YOU'RE AMAZING - AWWA CAMPAIGN  
AWWA NEWSPAPERS  
MEDIA BILLING SUMMARY

PUBLICATION AWWA NEWSPAPERS	SCHEDULE (date/s)	AD SIZE	LINE RATE	COST/ INS.	# OF INS.	MAR	APR	TOTAL COST
Arden Echo	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.76	\$225.72	4	\$225.72	\$677.16	\$902.88
Athabasca Advocate	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.55	183.35	4	183.35	493.05	653.40
Barflet Crag & Canyon	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.75	222.75	4	222.75	688.25	891.00
Barhead Leader	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.58	172.28	4	172.28	515.78	688.04
Bashaw Star	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.50	148.50	4	148.50	445.50	594.00
Bessano Times	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.48	142.56	4	142.56	427.68	570.24
Beaumont La Nouvelle	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.63	187.11	4	187.11	561.33	748.44
Beaveridge Advertiser	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.40	118.80	4	118.80	355.40	475.20
Boynville Nouvelle	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.73	216.81	4	216.81	650.43	867.24
Bow Island Communicator	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.72	213.84	4	213.84	641.52	855.36
Brooks Bulletin	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.67	198.99	4	198.99	593.97	795.96
Calgary Rural Times	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.76	225.72	4	225.72	677.16	902.88
Canmore Canadian	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.71	210.87	4	210.87	632.61	843.48
Canmore Leader	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.75	222.75	4	222.75	668.25	891.00
Centales Courier	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.67	198.99	4	198.99	593.97	795.96
Centar Advance	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.50	148.50	4	148.50	445.50	594.00
Clareholm Local Press	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.48	142.56	4	142.56	427.68	570.24
Coastal Sunny South News	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.68	201.96	4	201.96	605.88	807.84
Cochrane This Week	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.76	225.72	4	225.72	677.16	902.88
Cold Lake Sun	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.69	204.93	4	204.93	614.79	819.72
Conson Enterprise	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.44	130.68	4	130.68	392.04	522.72
Coronation Review	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.75	222.75	4	222.75	668.25	891.00
Crossfield-Incarnate 7th Village Weekly	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.65	193.05	4	193.05	579.15	772.20
Crossness Pass Herald	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.64	190.08	4	190.08	570.24	760.32
Crossness Pass Promote	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.63	187.11	4	187.11	561.33	748.44
Devon Dispatch	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.68	201.96	4	201.96	605.88	807.84
Doddsbury Review	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.86	195.02	4	195.02	585.06	784.08
Drayton Valley Westman Review	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.77	228.69	4	228.69	683.07	914.76
Drumbeater Mail	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.87	198.99	4	198.99	593.97	795.96
Edson Leader	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.47	138.59	4	138.59	419.77	558.36
Elk Point Review	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.73	216.81	4	216.81	653.43	867.24
Farmview Post	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.72	213.84	4	213.84	641.52	855.36
Father Smoky River Express	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.50	148.50	4	148.50	445.50	594.00
Fort Macleod Gazette	wh/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.50	148.50	4	148.50	445.50	594.00

**SCHEDULE**

**PUBLICATION**

**(date)**

**AD SIZE**

**LINE RATE**

**COST/ INS.**

**# OF INS.**

**MAR**

**APR**

**TOTAL COST**

For 1 Saskatchewan Record	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.70	207.90	4	207.90	623.70	831.60
Grande Cache Mountaineer	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.40	145.53	4	145.53	408.59	582.12
Hanna Herald	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.67	198.99	4	198.99	596.97	795.96
High Prairie South Peace News	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.72	213.84	4	213.84	641.52	855.36
High River Times	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.62	184.14	4	184.14	552.42	736.56
Hinton Parklander	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.78	234.63	4	234.63	703.89	938.52
Initial Province	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.67	198.99	4	198.99	596.97	795.96
Jasper Booster	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.76	225.72	4	225.72	677.16	902.88
Lac La Piche Post	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.55	163.35	4	163.35	480.05	653.40
Leconte Globe	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.66	198.02	4	198.02	588.06	784.08
Leduc Representative	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.78	234.63	4	234.63	703.89	938.52
Lloydminster Heraldian	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.87	258.39	4	258.39	775.17	1,033.56
Lloydminster Regional Times	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.78	231.66	4	231.66	694.98	926.64
Magdali Westwind's Core News	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.60	148.50	4	148.50	445.50	594.00
Mayethorpe Freelancer	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.64	190.08	4	190.08	570.24	760.32
Meriville Mirror	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.60	178.20	4	178.20	534.60	712.80
Nanton News	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.42	124.74	4	124.74	374.22	498.96
Okotoks Western Wheel	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.70	207.90	4	207.90	623.70	831.60
Olds Abertian	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.67	198.99	4	198.99	596.97	795.96
Olds Gazette	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.66	196.02	4	196.02	588.05	784.08
Oyen Echo	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.51	151.47	4	151.47	454.41	605.88
Peace River Record-Gazette	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.79	234.63	4	234.63	703.89	938.52
Pender Creek Echo	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.60	178.20	4	178.20	534.60	712.80
Ponoka News Advertiser	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.69	204.93	4	204.93	614.79	819.72
Provost News	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.59	175.23	4	175.23	525.69	700.92
Red Deer Express	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	1.11	329.67	4	329.67	989.01	1,318.68
Redwater Review	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.55	163.35	4	163.35	480.05	653.40
Redwater Tribune	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.60	178.20	4	178.20	534.60	712.80
Rocky Mountain House Mountaineer	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.60	178.20	4	178.20	534.60	712.80
Rycroft Central Peace Signal	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.55	163.35	4	163.35	480.05	653.40
Saskatchewan Community Press	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.60	178.20	4	178.20	534.60	712.80
Shawano Park News	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.85	252.45	4	252.45	757.35	1,009.80
Slave Lake Lakeside Leader	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.69	204.93	4	204.93	614.79	819.72
Smoky Lake Signal	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.57	166.29	4	166.29	507.87	674.16
Spence Grove Examiner	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.73	218.81	4	218.81	655.43	873.24
St. Albert & Sturgeon Gazette - Who	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.87	258.39	4	258.39	775.17	1,033.56
St. Paul Journal	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.73	218.81	4	218.81	655.43	873.24
Shallier Independent	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.70	207.90	4	207.90	623.70	831.60
Stony Plain Reporter	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.73	218.81	4	218.81	655.43	873.24
Strathmore Standard	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.87	258.39	4	258.39	775.17	1,033.56
Sundre Round-Up	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.64	190.05	4	190.05	593.97	795.96
Swan Hills Grezly Gazette	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.44	130.95	4	130.95	392.84	523.72
Sylvan Lake News	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.60	178.20	4	178.20	534.60	712.80
Taber Times	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.88	261.95	4	261.95	785.86	1,047.81
Temple City (Cardston) Star	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.53	157.41	4	157.41	472.23	629.64
The Review (Raymond)	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.53	157.41	4	157.41	472.23	629.64
Three Hills Capital	wh/o: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bw	0.53	157.41	4	157.41	472.23	629.64

**SCHEDULE**

(Initial)

**PUBLICATION**

PUBLICATION	SCHEDULE	AD SIZE	LINE RATE	COST/INS.	# OF INS.	MAR	APR	TOTAL COST
Toddler Mercury	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.52	154.44	4	154.44	463.32	617.76
Valleyview Valley Views	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.75	222.75	4	222.75	568.25	891.00
Vanderbilt Advertiser	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.52	154.44	4	154.44	463.32	617.76
Vermont Times Observer	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.70	207.80	4	207.80	523.70	831.60
Vermont Standard	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.60	178.20	4	178.20	534.60	712.80
Viking Weekly Review	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.50	148.50	4	148.50	445.50	594.00
Vulcan Advocate	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.52	154.44	4	154.44	463.32	617.76
Wadsworth Star Chronicle	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.69	204.83	4	204.83	514.79	819.72
Westlock News	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.57	168.29	4	168.29	507.87	677.16
Westminster Times Advertiser	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.75	222.75	4	222.75	568.25	891.00
Whitcomb Star	wk/c: Mar. 30, Apr. 6, 13, 20	3 col x 99 line bar	0.68	198.02	4	198.02	568.08	766.08

TOTAL AWWA (Q): \$17,629.92 \$62,889.76 \$70,519.68

15% VIP AWWA Discount: 10,577.85  
 Less 15% Agency Commission: 10,577.95  
 TOTAL NET AWWA NEWSPAPERS: \$49,363.78

Gross Media Cost is: \$58,078.49

Media Buying Fee: 1,742.29  
 Disbursements: 230.38  
 TOTAL: \$51,398.45



## **REGIONAL MEDIA COVERAGE**

see p 3

# CHPPS Quarterly Report

April - June 1998

## Research Utilization Project for Best Practice puts Lice on the Run

During the 1997-98 school year, schools in Capital Health Region experienced the highest infestation rates of head lice in memory. Principals, teachers, parents and community health staff have voiced high levels of frustration. "Virtually every elementary school in the Region has struggled with head lice this year", explained Caroline Missal, Principal at R.J. Scott School.

School staff were concerned about being prepared to deal with the problem in the coming year. "It (head lice) has been a huge problem for us this year and I know it will be again in September", asserts Maureen Duguay, Assistant Principal, St. Francis of Assisi school.

Clearly, a new approach was needed for an old problem. Capital Health was in a fortunate position of being able to respond to the schools concern immediately, because a Research Utilization Project was already in progress to address the topic of lice. The Research Utilization project, funded by Community Health Promotion and Preventive Services, was designed to support staff to develop the necessary knowledge, skills and confidence with the research process, and to apply a research model to development of best-practice.

Given the experience of lice in the school setting, the key question for the utilization project became, "What is the most effective way of decreasing the incidence of head lice among school-aged children?". One criteria in selecting a research question is the significance (of the issue) for the greatest number of people. Research findings were examined and, based on these findings, the committee designed a comprehensive plan to better manage head lice. The plan included resources and support to parents and staff who will take the lead in identifying and controlling lice. It also included such things as Blitz the Bugs day; an education component for teachers, parents, and other

CHPPS Quarterly Report is published quarterly by Community Health Promotion and Preventive Services, Community Care and Public Health. Its intent is to highlight current initiatives in CHPPS that demonstrate our three core processes: developing partnerships for health; developing health knowledge and skills; and delivering community health services. Articles in CHPPS Quarterly Report focus on why we do the work that we do and on what difference we are trying to make to the health of individuals, families and communities. Submissions to CHPPS Quarterly Report must be received by the first Monday of January, March, May, July, September and November to Phyllis Hodges by fax at 482-4203.



Capital  
Health

packing themselves a healthy lunch, and collectively taking a walk.

- At North Central Public Health Centre it was easy to celebrate the theme "You Make Health Happen", with healthy snack trays, and displays and information about determinants of health, safety, and stress.

Capital Health joined hundreds of other public health units, healthcare facilities and health agencies across the country to celebrate health. Canada Health Day is co-sponsored by the Canadian Public Health Association and Canadian Healthcare Association.

## Children and Youth

### You're Amazing

"You're amazing... you make health happen" is the key message behind Alberta Health's current provincial health promotion initiative. Launched by Health Minister Halvar Jonson in June 1997, this two-year initiative is designed to encourage young Alberta families to identify the healthy things they do right now and to find simple, new ways to improve their health, and that of their families.

Targeting parents between the ages of 18 and 30, *You're Amazing* is one of the first widespread health promotion initiatives in Alberta to focus on wellness. While many Albertans may not be aware of it, there are a lot of things they do already that make health happen. It can be as simple as a walk in the park, spending time together as a family, balancing the chequebook or getting to know your neighbors.

Alberta Health and the Provincial *Be Fit For Life* Network (through Alberta Community Development) are once again teaming up to find 'Amazing Albertans'. Throughout July and August, *You're Amazing* interactive

displays will appear at fairs, parks, carnivals, rodeos, farmer's markets, and special events across the province. Building on last year's successful 'You Ought to be in Pictures' tour, this summer's promotion is designed to recognize the healthy, active ways Albertans are making health happen.

The *Amazing Family Kit*, to be launched in early September is packed full of activities and games, tips, information and ideas to help young Alberta families recognize the healthy things they're already doing, and find simple, new ways to do amazing things for their health. Based on response to last year's calendar, a 1999 calendar is now being developed.

*You're Amazing* is a project of Alberta Health, in partnership with Alberta's Regional Health Authorities, and sponsored, in part, by Alberta's Credit Unions and Pfizer Canada.

### Action for Health

Action for Health is a four year provincially-funded initiative designed to encourage health promotion activities within the Region.

In Capital Health, our focus for Action for Health funds has been on children 0-6 years.

Two of the CHPPS initiatives focused on at-risk children are the Early Intervention Program (EIP) and Head Start.

### Early Intervention Program

EIP provides a range of services for preschool children with moderate developmental delay. Services include such things as direct services with individual children and Saturday groups to teach family members how to support children. More than one-third of families make use of the groups on weekends, with most families attending groups once or more per week.

## ACHNS HIGHLIGHTS from the year

The following is a brief overview of the activities of the Executive over the past year.

- ♥ Fall 1997 - "Literacy and Health" Workshop (highlights in this newsletter issue).
- ♥ Membership questionnaire re:
  - ♥ 1) themes for upcoming workshops
  - ♥ 2) ways to encourage joining/renewing ACHNS membership
  - ♥ 3) desire to meet at a local level
- ♥ Responded to proposed "Health Professions Act"
- ♥ 3 Districts held "Spring Energizers" at a local level - South Central (Calgary), Central (met in Wetaskiwin), North Central (Edmonton) - various themes for each local meeting.
- ♥ Continue to sit on Advisory Committee of "You're Amazing" provincial program.
- ♥ Looking at various promotional items to raise the awareness of Community Health Nurses
- ♥ Developed a Fall Workshop - 1998 - "Sharing"

## There's more to health than you might think!

You're amazing, a two year \$1.5 million health promotion initiative, was launched by Health Minister Haivar Jonson on June 5, 1997. You're Amazing is designed to educate young Alberta parents about the range of factors that influence health and well-being for themselves, their families and communities. It encourages them to apply this understanding to their everyday lives.

You're Amazing aims to validate that important job of parenting that parents do every day. Program messages link healthy lives and well-being with all the determinants of health, which include everything from a positive outlook to sensible financial management. It will provide marketing and community leadership opportunities for key sponsors and partners. Provincial strategies are intended to support and complement existing regional and local health promotion activities. Current sponsors and partners include Alberta Health, Alberta Credit Unions, Polaroid, Regional/Provincial Health Authorities and Alberta Community Development.

Elements of the program include:

- o "You Ought to be in Pictures" Community Tours - travelling displays, photos and stories from young parents. Watch for the tour at major events in and around your community this summer
- o Sweepstakes - a Fall 1997 draw from "amazing" stories collected, opportunities to win family oriented prizes
- o Amazing Profiles - a series of print ads for newspapers and magazines
- o Amazing Family Calendar and Cope Kit - information, tips, advice, and resources to help parents make simple switches to best meet their situation
- o Community involvement through partnerships and links with other organizations; and
- o Many other information and promotion activities will be co-ordinated by participating communities across Alberta.

Health - it's all the things you do! A little bit each day - can make an amazing difference to your health.

For more information you may contact Mary Gartrell, Project Team Leader, toll free at 310 - 0000, then dial 427 - 2553.

↑ Note: old phone #

# Day Care MATTERS

*A bulletin for parents, day care operators and day care staff*

## Taking Indoors Outdoors

A good outdoor program involves more than just climbers and swings. The outdoor playspace is an extension of the indoor playroom. With some creative planning, you can continue meeting children's developmental needs as you move your activities outdoors.

Start by observing the interests, needs, and abilities of the children and then build on them. If the children are interested in dinosaurs, include that theme in sand-box activities. If they're interested in science fiction, transform the outdoor climber into a space ship by adding some props. If they're interested in horses, add some cardboard tails to the tricycles. When appropriate, ask the children for their input, ideas, and suggestions.

Here are some ideas for activities that meet specific developmental needs:

### Social/Emotional Development

- organize a puppet show on playground safety
- read with some children under a tree
- play games, sing songs, or visit with a small group in a shady spot
- bring dramatic play materials outdoors for the children to play with

### Cognitive Development

- give the children elements to mix together (e.g., sand, water, paint)
- have them collect and sort natural items into groups (e.g. twigs, leaves, flowers, stones)
- help the children classify things that grow (e.g., birds, insects, plants)



### Physical Development

- provide the children with hoops, balls, tunnels, riding toys/tricycles
- create an obstacle course for them
- organize a parade with musical instruments

### Creative Development

- help the children paint on rocks
- mount paper on a fence for the children to draw on
- help the children make a collage with outdoor materials they gathered
- do chalk drawings on the sidewalk
- make a town in the sand with cars, people, animals, etc.

Remember, the activities don't have to be elaborate. Just use your imagination and be creative. You can put together an excellent program of outdoor activities which supports the healthy growth and development of children.

*Thanks to the Day Care Playground Environment Committee of Calgary for their ideas.*



# The National Child Benefit in Alberta

Governments across Canada have joined together to address child poverty and support families' efforts to participate in the workforce through a series of steps collectively called "The National Child Benefit."

In Alberta, the National Child Benefit means:

## 1. Higher Child Tax Benefits

Low-income families will receive additional money called the National Child Benefit Supplement (NCBS) on their Canada Child Tax Benefit cheque starting in July this year. Families with a net annual income up to \$20,921 will receive the maximum NCBS. Families with incomes up to \$25,921 a year will receive part of the NCBS.

This money will help all low-income families (whether they're in the workforce, in school, or on social assistance) provide for their children.

## 2. The Alberta Child Health Benefit

A new health plan is being introduced August 1st for children in low-income families. It is called the Alberta Child Health Benefit and it offers full or partial coverage for children's dental, optical, prescription drug, and ambulance services. Families with net annual incomes up to \$20,921 are eligible.

There are no fees or premiums to have your children enrolled in this plan. Many families have already received an application form in the mail. If you haven't received one and your family fits the qualifications, call 427-6848 to get an application (outside Edmonton, toll-free access is available by first dialing 310-0000 and then the number).

## 3. More families eligible for Child Care Subsidy

With additional funding available under the National Child Benefit, Alberta has again boosted the qualification levels for the Child Care Subsidy program by nearly \$1000. This enhancement builds on the changes to the Subsidy program that were introduced in April this year.

By expanding the income thresholds, more families are now eligible for the Subsidy program and many who were partially subsidized now receive full subsidy.

The changes came into effect July 1st. Letters were sent to parents whose subsidy was impacted.

For more information on the Child Care subsidy call 1-888-441-7127.



# Day Care, Diversity and Health

Three day care centres in Edmonton are taking part in a pilot project aimed at improving the cultural, social, educational, and health supports available to families and day care employees.

Called "Day Care, Diversity and Health" the project is funded by Canadian Heritage, the Capital Health Authority and the Clifford L. Lee Foundation and is supported by Grant MacEwan College and Alberta Family and Social Services.

"The partners in this project are here to learn from the families with children in day care and day care staff," Family and Social Services' Director of Day Care Programs Lynn Groves Hautman said. "So far the project has reinforced that parents appreciate and respect the quality of care their children receive at day care, in fact, we are seeing that parents are seeking out day care staff as sources of support beyond child care."

The project began in June 1997 by gathering input from focus groups. The groups were made up of families, day care staff, operators, directors, public health nurses and inspectors, as well as licensing officers, early childhood educators, students, and parent groups from ethno-cultural communities. The focus groups identified the need to improve their relationships with each other because parents, day care staff, community health providers, and training institutions all have valuable roles to play in the overall health and well being of children.

This past February a team of representatives from the Capital Health Authority, Day Care Programs and Child Welfare met the project's coordinators and staff from the three Edmonton day care centres to address the issues raised in the focus groups. The group considered ways service providers can build on existing capacities and resources, partner with each other and strengthen their connection to supports in the community.

"Participants have clearly identified a commitment to working together and increasing awareness of the many valuable resources within the community," Lynn Groves Hautman said.

Parents expressed particular interest in issues relating to child development and health and identified ways local health services can assist. The possibility of providing drop-in, on-site immunization is also being explored.

Over the next six months recommendations from this project will be implemented through workshops for day care staff and information sessions for parents. Project findings will be shared throughout the province and should prove useful to both day care providers and the Regional Authorities in future policy, training and funding decisions.

Day Care Matters will keep you posted as the project progresses.



## You're Amazing

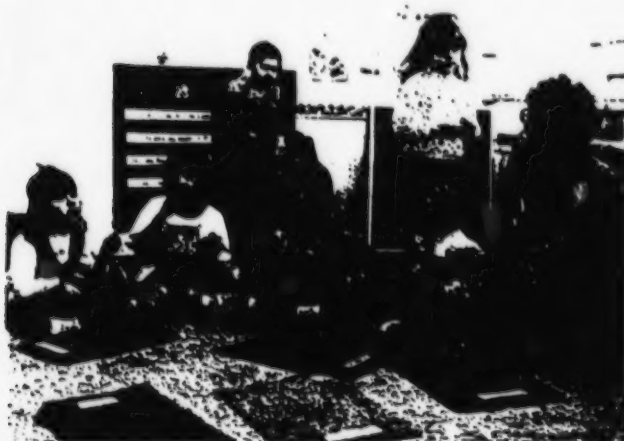
"You're Amazing" is an Alberta Health initiative that encourages young Alberta families to find simple, new ways to improve their health and to identify existing, healthy habits. It helps to remind parents of the amazing job they do everyday of making healthy things happen with their children, at work, and in their communities.

As part of this initiative, the "1998 You're Amazing" family calendar was distributed to Alberta parents through day care centres, family day homes and other organizations in December last year. The calendar included numerous tips and facts, reminding families of ways to improve their health throughout the year.

Coming up this September, the "Amazing Family Kit" will be distributed through Public Health Offices and many day care centres throughout the province. The kits are packed with interactive activities, games, information, tips and ideas for young families. Ask your day care operator or public health nurse for a copy.







## Day Care Regulation Review: An update

The Day Care Regulation is being reviewed as part of a government-wide initiative to ensure that all provincial regulations accomplish their objectives, are easy to understand and practical to implement.

The Day Care Regulation lays out minimum standards of care that must be provided in day care centres. The standards cover:

- staff qualifications
- staff-child ratios
- number of children in a group
- space and equipment

The Regulation addresses these and other important standards and therefore helps ensure that children are safe and healthy and that their developmental needs are met while in care.

The review of the Regulation began by asking day care operators, licensing officers, and child care advocacy groups for their input. We also welcome input from parents, and staff who work in day care programs.

If you have any comments on the day care standards, please send them to: Manager, Licensing & Enforcement, Day Care Programs, 8th Floor Seventh Street Plaza, 10030-107 Street, Edmonton, T5J 3E4 or fax them to 427-1258. Please send your comments by September 30.

## Parents Ask:

### Do sunscreens work?

Today's sunscreens protect skin and are proven to prevent sunburns, certain forms of skin cancer, and most premature aging.

Children's skin is thinner and more sensitive than adults. Dermatologists believe it only takes one severe sunburn in childhood to double the risk of skin cancer later in life. To protect your child:

- Use a sunscreen that blocks ultraviolet A and B rays, and has an SPF of at least 15.
- Reapply the sunscreen every 2 hours.
- Keep babies out of direct sun for the first year.
- Stay out of the sun during peak hours (from 10 am to 3 pm) when the sun's rays are strongest, even on cloudy days.
- Make sure children wear hats and have access to drinking water when outside.

### Questions? Call us.

If you have questions about the care of your child at your day care centre or day home, we recommend you talk to your operator or Director. If you are still concerned, contact the **Regional Day Care Services** office in your area:

<b>Grand Prairie</b>	<b>538-5148</b>
<b>St. Paul</b>	<b>645-6228</b>
<b>Edmonton</b>	<b>427-0444</b>
<b>Red Deer</b>	<b>340-7673</b>
<b>Calgary</b>	<b>297-6100</b>
<b>Lethbridge</b>	<b>382-4275</b>
<b>Medicine Hat</b>	<b>529-3174</b>

If your call is long distance, you can be connected toll-free by calling 310-0000 and asking for one of the above telephone numbers.

# Take time to play with your kids

by Sandy Phillips, BN  
Public Health, Three Hills  
Take time to play with your kids: a message from Alberta Health and its community partners.

A province-wide health program is encouraging you to take time to have fun with your kids.

Called You're Amazing, the program recognizes the important job parents are doing in raising tomorrow's adults. Research shows that attitudes towards life and the ability to cope in adulthood depend heavily on the kinds of experiences a child has in

the early years. The results of a parent's efforts today are likely to show up years from now.

You're Amazing provides young parents with ideas about how they can maintain a healthy family and promote healthy child development.

Relaxing with your children, talking or reading to them and exposing them to other positive experiences is time well spent," says Diane Dalley of the Office of the Commissioner of Services for Children and Families. "It's important to show children your love and give them your

undivided attention whenever you can," says Dalley. "They need to be recognized and honoured as beings," she adds, "and to feel safe and secure."

Most parents already plan several family mealtimes each week, and the occasional picnic in the park or Sunday outing. Some families throw spare change in a jar until there is enough to take everyone to a movie.

And they mark birthdays, special achievements and holidays with celebrations and traditional meals.

What about establishing a few new family traditions to honour what is unique about each member? Going out for pizza when the hockey player does especially well? Taking the music enthusiast to a free concert?

Family activities are an investment in your own

health and the health of your children - both now and in the future.

A prescription: If parents are at the playground with their kids when they would rather be doing something else, they are probably not helping their children or themselves. The idea is to have fun and in doing so improve everyone's outlook on life.

That extra few minutes you take to listen, or to hug a

child is keeping your family healthy - You're Amazing. For information, call Alberta Health Communications at 311 0000, then 427-7164.

You're Amazing is a program to help young parents identify the healthy things they do right now and encourage them to find simple, new ways to improve their health and the well-being of those around them.

"Even the tiniest things contribute to your health," adds Delyce Greenslade of the David Thompson Regional Health Authority. "You're

100

This is one of the messages Alberta Health and its community partners are getting out to young parents through a program called You're Amazing designed to remind people there's more to good health than eating right and exercising. To put it very simply, a laugh a day is just as important as an apple a day.

Alberta Health's assistant deputy minister Cecilie Lord describes the program's basic philosophy this way:

**10% OFF**  
**CALVING SUPPLIES**

All first one buys & applications

- Estilator rings & pins
- OS Glasses
- Call paler
- OS Chinos
- Colobates
- Electrolytes
- After Call Bebe
- Scour Treatments
- Quinquayn LP & LA
- Dettol Disinfectant
- D-Hum Paste
- Isoline Spray
- Tissue Papers & Litters

**P&H Feed Mill**  
**443-5191**

Amazigh will plant a seed in people's minds. It will get them thinking in a different way—recognizing that health

A major aspect of the program is ensuring that children get a healthy start in life. "Children's experiences in the early years are crucial to their success and good health," says Dr. Williams. "There are so many different things that factor into your child's health. Recreational facilities, churches and food banks are important, too, not just hospitals."

**The You're Amazing** program recognizes that parents are juggling many responsibilities at home, at work and in the community. And for many parents, stretching the pay cheque to the end of the month is a constant challenge. So they could use a little encouragement and perhaps a reminder that, although they may seem to be living in chaos, they are actually doing a great job.

Doug Wilson of the University of Alberta's Centre for Health Promotion Studies believes in the ideas behind "You're Amazing Inaive!" "The studies have shown," he says, "that people are healthier when they are able to make choices and feel they have some control over their lives. People need to feel that

in manager time and money. How to cope with "curve balls" at home and at work. How to make sure kids have love, security and opportunities to develop their confidence and skills.

off last summer with a community tour of the province. Through a promotional event called "You Ought to be in Pictures," Alberta Health invited young parents to pose for a photo and then rewrite down their tips on staying aloft in a busy and demanding world. Some of these responses will be featured in ads and information sheets. Other "You're Amazing" projects will be announced.

soon. For information, call  
your public health office.

26 THE CAPITAL, Wednesday, April 29, 1998

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You're Amazing is a program to help voting parents identify the healthy things they do right now and encourage them to find time to do more.

# You ought to be in pictures campaign runs again this year

By DES GUERETTE  
RECORD-GAZETTE STAFF

You ought to be in pictures is coming back this summer. The family health awareness campaign began last summer with health staff attending community fairs and events, taking family pictures and collecting tips on what families do already to stay healthy. The two-year Your're Amazing public education promotion will wrap up with a major

evaluation of its impact on the young adults it is targeted at in 1999, says Alberta Health's Dennis Ostercamp.

The campaign points out that it is the little things that count most towards good health, Ostercamp said on a recent stop in Peace River.

"There's a lot more to health than people might think. It is not just the kind of health services we have," he said.

"The whole message is aimed

at providing young parents with practical tools to actively participate in their own and their family's health," Peace Health Region's health promotion facilitator Karen Brideau added.

Pictures and health tips collected last summer were incorporated into the "You're Amazing" calendar, distributed to 76,000 young families across the province, the pair said.

With slogan's like "Hugging, playing and reading with your children makes health happen," the campaign emphasises that

managing work, relationship and money matters also contribute to how well we feel and live.

"There are a lot of deterrents to health," Brideau said.

While another calendar may be in the works for 1999, families can definitely look forward to the September launch of Alberta Health's Family Kit.

"It is a tool box families can keep and add to and draw on when they need to," Ostercamp said.

A cookbook and information about different support and

resource sources is intended to help families in "taking charge of wellness," he adds.

For the summer, Ostercamp hopes the travelling Alberta Health display and You Oughta Be In Pictures booth will keep the campaign in the public eye. Organizations planning community events are encouraged to contact Brideau or health region promotion staff so plans for the travelling display to possibly attend the event can be made.

Anyone interested in further information about the campaign is also welcomed to call health region promotion staff, Brideau said.



(PHOTO BY DES GUERETTE)  
ALBERTA HEALTH'S DENNIS OSTERCAMP and Karen Brideau display some Your Amazing campaign publications.

08.28  
Sandy } I think  
PRL } we saw  
Rich } the box  
Dennis } before!  
before!  
not sure!  
the same  
previous  
m

# Making healthy choices

## ■ You're Amazing campaign aimed at young adults

By KAREN PARKS  
Staff writer

Health is more than going to a doctor when you're sick, says the organizer of a provincewide awareness blitz.

"One can make health happen by making simple switches — eating different, spending time with the family different, looking at ways they utilize leisure time, how they're coping with things," said Denis Ostercamp.

The senior team leader with Alberta Health's population health strategies branch was in town recently promoting the You're Amazing program.

The campaign is aimed at young parents aged 18 to 30 years old in order to make them more aware of health and how to be a good parent.

It focuses on social supports like family, friends and community, coping with stress, child development, income and finances.

Ostercamp said they also try to stress work-place needs with employers.

And giving people tips and guidance about where to get financial counselling to live within their means can reduce their stress, which means they can deal with their children's needs better.

"The key message is broadening the scope of thinking about health and that people have control

and choices about health," he said.

Alberta Health is spending \$1.2 million on the two-year campaign, which began in June 1997.

It has gathered \$300,000 in donations from major sponsors such as Credit Union and Pfizer Pharmaceuticals, which recently gained headlines with its new drug Viagra, and is seeking another \$100,000.

"We had them on before Viagra was a big issue," said Ostercamp, who said pharmaceutical companies are looking at more involvement in wellness.

He said the campaign is similar to the long-running Participation which advocates fitness and activity, "but (has) a micro-budget in comparison."

Ostercamp said their budget has been used for things like advertising and pamphlets distributed at health units and day-cares where young parents would see them.

Last summer, a tour of the province saw people submit ideas for healthy living, which were incorporated into a 1998 calendar.

Ostercamp said a similar tour is planned this summer, including 13 or 14 visits to Wood Buffalo.

In September a You're Amazing family kit will be launched, including information and activities like a cookbook for kids and parents to use together.





# Be Fit For Life clan spreads the word: You're Amazing

Health group tours Alberta to promote fun and exercise

SUSAN SCOTT  
CALGARY HERALD

Youngsters flocked around the blue and white van like birds after breadcrumbs.

"Please, can I have my picture taken?" they begged Lea Norris, co-ordinator of the Calgary and District Be Fit For Life Centre, which is jointly running the fitness project. You're Amazing, with Alberta Health this summer.

Norris drove the van to Irricana recently to participate in the annual sports day and parade as part of the provincewide campaign to gently nudge Alberta couch potatoes off their comfy cushions.

"Sure, you can have your picture taken," says Norris to the eager crowd, "but first write down what you do to keep healthy."

Piper Whelan, 7, inscribes: "Take my vitamins."

Piper and her sister, Kelley, 5, with the help of their mother, Della, fill out a form to enter a draw for a T-shirt. They have to note down their favorite exercise. She says it's bike riding.

Officially, Kelley likes swimming; unofficially, jumping jacks top her list.

Whelan feels it's important to introduce her daughters to fitness while they are still young because it will stick with them for the rest of their lives.

Jody Graves, 14, has already learned the lesson.

"You'll die young if you don't (lead a healthy lifestyle)," she says.

Her friend Cole Dube, also 14, concurs, adding it's important to do something you enjoy or you'll get bored and give up.

On the whole, Albertans seem to be getting the message.

Surveys conducted by the Alberta Centre for Well-Being show that in

## THE ISSUE

You're Amazing campaign to promote health and exercise.

■ WHAT'S NEW: An Albertawide group called Be Fit For Life is touring the province and peeling potatoes off their couches.



Susan Scott / Calgary Herald

Be Fit For Life activist Lea Norris sprays a water tattoo on the arm of a young girl while her friend smiles in the background.

1997, 55 per cent of adults were engaged in physical activity in their spare time three or more times a week. That's up from 51.2 per cent in 1995.

The figures for Calgary were slightly better at 53.3 per cent in 1995 and 58 per cent for last year.

But, says Norris, statistics also show two out of three Canadians are so inactive it poses the same risk as smoking a pack of cigarettes a day, putting them at the risk of heart disease, osteoporosis and depression, among other things.

The You're Amazing approach, she says, is non-threatening, giving people

credit for what they already do.

And, because it's run by the eight Be Fit For Life centres across Alberta, it should eventually penetrate every community. In the Calgary region, this means everywhere from Acme to Westward Ho via Ardenode, Michichi and Swallow.

The centres, all located in colleges or universities, are funded by the Alberta Sport, Recreation, Parks and Wildlife Foundation and organize programs according to local needs.

The photographs are sent home in a little folder with more details about healthy lifestyles for parents to peruse.

At the end of the three-year project, some of the health tips will be incorporated into a calendar, says Norris.

Meanwhile, Andrew, 10, is adding his to the swelling list.

"Eat fruit and vegetables. I love them because I grew up with chocolate and ice cream," he says, screwing his face up at the camera.

The blue and white mobile unit will be in Longview, July 25, for Little New York Daze.

For more information or to organize a visit of the mobile fitness unit to your community, call Norris at 220-8011.